

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION: Denis KHOO et al. Conf. No. 8842  
SERIAL NUMBER: 09/849,495 Group: 3622  
FILED: May 4, 2001 Examiner: Khanh H. LE  
FOR: METHOD AND SYSTEM FOR PROVIDING CONTENT WITH  
AN OPTION

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. 1.97

Assistant Commissioner for Patents  
PO BOX 1450  
ALEXANDRIA, VA 22313-1450

January 23, 2007

Sir:

Applicant(s) wish(es) to disclose the following information.

REFERENCES

- ☒ Applicant(s) wish(es) to make of record the documents listed on the attached Form PTO-1449. Copies of the listed documents are attached, where required, as are either statements of relevancy or any readily available full or partial English translations of any non-English-language documents.

RELATED CASES

- ☐ Attached is a list of Applicant's(s') pending applications and issued patents which may be related to the present application. Copies of the documents, where required, are attached along with Form PTO-1449.

CERTIFICATION

The undersigned certifies that

- ☐ each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign or international patent office in a counterpart foreign or international application for the first time (to the knowledge of the undersigned, having made reasonable inquiry) not more than three months prior to the filing of this statement (See 37 CFR 1.97(e)(1)).
- ☐ no item of information contained in this Information Disclosure Statement was cited in a communication from a foreign or international patent office in a counterpart foreign or international application, and, to the knowledge of the undersigned, having made reasonable inquiry, was known to any individual designated in 37 C.F.R. 1.56(c) more than three months prior to the filing of this statement. (See 37 CFR 1.97(e)(2))

BASIS FOR CONSIDERATION

This Information Disclosure Statement is filed:

- ☐ without fee and within three months of the filing date of the application.
- ☐ without fee and within three months of the date of entry of the U.S. national stage.
- ☐ without fee and before the mailing date of a first Office Action on the merits (to the knowledge of the undersigned).
- ☐ without fee and with the appropriate certification above.
- ☐ without fee and with a new CPA application.
- ☒ without fee and with a Request for Continued Examination.
- ☐ with fee and before the mailing date of any Final Office Action, Notice of Allowance or an action that otherwise closes prosecution (to the knowledge of the undersigned).
- ☐ with fee, appropriate certification above, and before payment of the Issue Fee.

DEPOSIT ACCOUNT

- ☒ Please charge any additional fees for the papers being filed herewith and for which no check is enclosed herewith, or credit any overpayment to Deposit Account No. 50-3266.

Respectfully submitted,

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 44,977

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DSL/maf

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	09/849,495
				Filing Date	May 4, 2001
				First Named Inventor	Denis KHOO et al.
				Art Unit	3622
				Examiner Name	Khanh H. LE
Sheet	1	of	3	Attorney Docket Number	6000-005-52

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US -5,034,807	7/1991	Von Kohorn	
		US -5,283,734	2/1994	Von Kohorn	
		US -5,319,455	6/1994	Hoarty et al.	
		US -5,488,423	1/1996	Walkingshaw et al.	
		US -5,515,270	5/1996	Weinblatt	
		US -5,524,195	6/4/1996	Clanton et al.	
		US -5,541,638	7/30/1996	Story	
		US -5,619,249	4/8/1997	Billock et al.	
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		US -5,754,939	5/19/1998	Herz et al.	
		US -5,759,101	6/1998	Von Kohorn	
		US -5,774,170	6/1998	Hite	
		US -5,774,870	6/1998	Storey	
		US -5,806,045	9/1998	Biorge et al.	
		US -5,832,457	11/1998	O'Brien et al.	
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		US -5,929,850	7/1999	Broadwin et al.	
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		US -6,005,561	12/21/1999	Hawkins et al.	
		US -6,282,293	8/2001	Itoh et al.	
		US -6,282,713	8/2001	Kitsukawa et al.	
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		US -6,411,992	6/25/2002	Srinivasan et al.	
		US -6,446,261	9/2002	Rosser	
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		US -6,738,978	5/2004	Hendricks et al.	
		US -6,799,327	9/28/2004	Reynolds et al.	
		US -6,816,628	11/9/2004	Sarachick et al.	
		US -6,820,277	11/16/2004	Eldering et al.	

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U. S. PATENT DOCUMENTS (con't.)					
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		Number-Kind Code <sup>2</sup> (if known)			
		US -6,868,415	3/15/2005	Kageyama et al	
		US -6,075,971	6/1/00	Williams et al.	
		US -5,483,276	1/1/96	Brooks et al.	
		US -5,500,681	3/1/96	Jones	
		US -5,564,073	10/1/96	Takahisa	
		US -5,264,933	11-23-93	Rosser	
		US -5,758,072	5/26/98	Filepp et al.	
		US -6,490,587	12/3/2002	Easty	
		US -6,189,008	2/13/2001	Easty	
		US -6,285,999	9/14/2001	Page	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>3</sup>
		Country Code <sup>4</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
		WO 9950778	10/7/1999	Slade		
		WO 0043892	7/27/2000	Galuten		
		WO 99/04561	1/28/1999	Alexander		
		WO 02/084502	10/24/2002	Cristofalo et al.		
Examiner Signature				Date Considered		

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Substitute for form 1449A/PTO				<b>Complete if Known</b> <sup>^</sup>	
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Sheet	3	of	3	Attorney Docket Number	6000-005-52

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		Masih, Rumi. "An empirical analysis of the demand for commercial television advertising," Applied Economics, 32, 2, 149(1), February 1999.	
		Balabanovc et al. "Fab: Content-Based, Collaborative Recommendation," Communications of the ACM, Vol. 40, No. 3, March 1997.	
Examiner Signature			Date Considered

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